

## Message Text

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60

ACTION COME-00

INFO OCT-01 ARA-16 ISO-00 CIAE-00 EB-11 INR-10 LAB-06

NSAE-00 PA-04 RSC-01 SIL-01 USIA-15 PRS-01 DRC-01

/067 W

----- 130112

R 121750Z JUN 74

FM AMCONSUL RIO DE JANEIRO

TO SECSTATE WASHDC 825

INFO AMEMBASSY BRASILIA

AMCONSUL SAO PAULO

UNCLAS RIO DE JANEIRO 2134

COMMERCE PASS BIC/OED

E. O. 11652: N/A

TAGS: BEXP, BR

SUBJ: FOREIGN BUYER PROGRAM - U.S. TRADE SHOWS

REF: (A) STATE 109972

(B) SAO PAULO 1187

(C) RIO 804

(D) STATE 114770

1. WE CONCUR WITH SELECTION OF U.S. TRADE SHOWS INDICATED  
REFTEL (B).

2. AS INDICATED REFTEL (C), RIO AND SAO PAULO CONSULATES HAVE  
ACTIVELY SUPPORTED ATTENDANCE SEPTEMBER 1974 NMTBA SHOW IN  
CHICAGO. Owing to limitations local resources, it does not  
appear feasible to undertake promotion effort equal to that  
described REFTEL (D) for trade shows so soon after NMTBA show.  
We will, of course, provide coverage in commercial newsletter  
and will make limited support effort through trade associations,  
travel agents, airlines, etc. Main effort for these promotions  
must come from interested travel agents, with posts providing  
brochures.

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3. WE BELIEVE THAT FULL PROMOTIONAL SUPPORT SHOULD BE ACCORDED TO A MAXIMUM OF TWO U.S. TRADE SHOWS PER YEAR, PREFERABLY SPACED SIX MONTHS APART. CONSEQUENTLY, RIO AND SAO PAULO PROPOSE THAT MAY 1975 NATIONAL COMPUTER CONFERENCE AND EXPOSITION BE NEXT SHOW PROMOTED ALONG LINES OF COMMERCE FORMAT CONTAINED REFTEL (D).

MILLER

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NNN

## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01 JAN 1994  
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**Concepts:** n/a  
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